

US Stock Express

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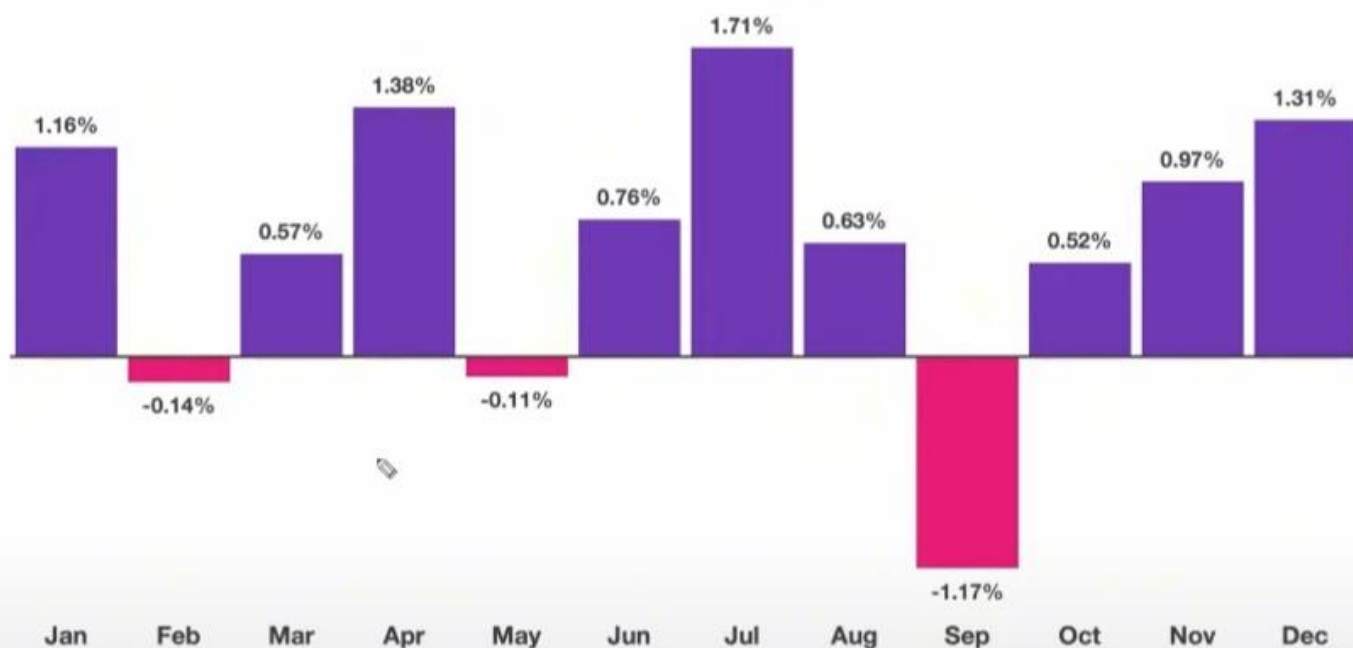
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S&P 500 Monthly Returns 1928 - 2023



Data from Yardeni Reserach



Historical September Trends: S&P 500

- **Worst-performing month** on average since 1928
- **Average return:** -0.7% to -1.04% depending on timeframe ¹ ²
- **Down 61% of the time** over the past 40 years ¹
- **Most losses occur mid-to-late September**, especially around the third week ³
- **Election years** and **years ending in "4"** show slightly better odds, but still weak overall ³

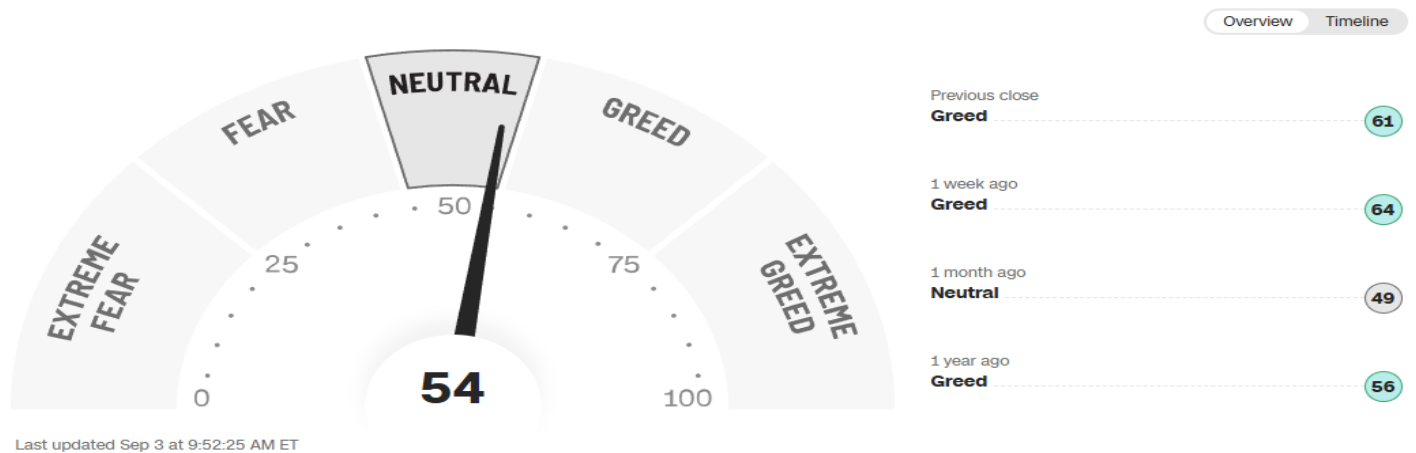
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*Risk disclosure: Price can go up and down at any moment, use free money to trade and bear the risk according to your own capital;
Never trade with money that has a deadline for withdrawal.
All suggestions are for reference only, even AI cannot be 100% reliable, final decision still lies upon investors.
Copy trading cannot replicate another trader's background or psychological state.*

Fear & Greed Index

What emotion is driving the market now?

[Learn more about the index](#)



North East West South is **NEWS**


A US federal judge ruled that Google is not required to sell its Chrome browser, but must share information with competitors. The case centers on Google's practice of setting its own search engine as the default option for Android, Chrome, and other products, a practice shared by other manufacturers like Apple.

In a rare joint effort, tech giants Apple and Samsung have simultaneously issued legal notices to Chinese phone manufacturer Xiaomi, demanding an immediate halt to its controversial marketing campaign in India. The issue stems from Xiaomi's ads in India that directly compared its flagship phones to Apple and Samsung products and used disparaging language. According to sources familiar with the matter, both companies have filed cease-and-desist notices objecting to the "disparaging content" in Xiaomi's marketing.

In a recent interview, German Chancellor Merz called Russian President Vladimir Putin "perhaps the worst war criminal of our time," emphasizing that Russia should not be tolerated and that economic sanctions should be used to force concessions. The Kremlin responded by calling Merz's remarks "inappropriate" and ignoring them.

US President Donald Trump has rejected suggestions that warming relations between China, Russia, and their allies pose a challenge to the US on the global stage. Trump said China needs us more than we need it. His comments came as Xi Jinping prepared to hold a military parade in Beijing on Wednesday to commemorate the Victory Day of the War of Resistance Against Japanese Aggression, showcasing Chinese military might.

Orders of durable goods in the US fell by 2.8% from the previous month to \$302.8 billion in July of 2025, extending the revised 9.4% slump from June, but slightly softer than market expectations of a 4% drop.




Apple (AAPL): September Performance (2000–2024)

Apple’s September returns are more mixed, often influenced by product hype and broader tech sentiment. While exact monthly data for every year isn’t publicly charted in one place, analysts note:

- Apple tends to be **volatile in September**, with **no consistent gain pattern**
- In years with major iPhone launches, Apple has sometimes **rallied before the event**, then **sold off afterward**

A few notable years:


Year	Apple September Return
2023	−8.9%
2022	−6.6%
2021	−6.9%
2020	−10.3%
2019	+7.0%
2018	−0.8%
2017	−0.4%
2016	+7.0%
2015	−6.0%
2014	+3.8%



Apple (AAPL) in September


- **Declines in 65% of Septembers** since 2000 3
- Often sees a **“buy the rumor, sell the news”** effect around iPhone launches
- **Volatility spikes** due to product announcements, supply chain speculation, and macro factors
- **Trading range behavior** is common, with price often oscillating rather than trending 3

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Why September Is So Tricky

- **Fund managers rebalance portfolios** before Q4
- **Federal Reserve meetings** and rate decisions often fall in September
- **Labor Day effect**: Markets reopen with fresh macro data and investor repositioning 4
- **Tech sector sensitivity**: Big names like Apple and Nvidia dominate sentiment, and any misstep can ripple across indices 5 6



S&P 500: September Performance (2000–2024)

Historically, September has been the **weakest month** for the S&P 500:

- **Average September return over 20 years: −0.98%**
- **Over 40 years: −1.04%**
- **Declined in 61% of Septembers** since 1928 1

Recent examples:

Year	S&P 500 September Return
2024	−0.99%
2023	−4.87%
2022	−9.34%
2021	−4.76%
2020	−3.92%
2019	−1.81%
2018	−6.94%
2017	+1.93%
2016	−0.12%
2015	−2.64%
2014	−1.55%
2013	−3.13%
2012	+2.42%
2011	−7.18%
2010	+8.76%

By Microsoft AI



World Observation

Day 1289
Russia/Ukraine Conflict

Riding the AI Waves

(14) AAPL

There is a tradition saying of “Sell in May and go away, come back in September on St Leger’s Day”. Apparently, this is an incorrect saying. Please refer to the chart on page one, September is the worst of all months. Some even said US stocks will crash every October, for the past 100 years only happened thrice. Anyway, September is the worst.

Investors better refer to AI than listen to rumors, when you have any questions, please ask the AI to supply relevant information and you can study on your own.

The writer has a standpoint not yet referred by AI, why September falls every year? It is because of the product introduction of AAPL, it may not be 100% due to it, but really is a factor we cannot neglect. In the last decade, people were so hot on Apple i-phones, that they surged to buy the new i-phone every September, no matter young or old people once were very hot. However, the atmosphere is cooled down now. For

That which has been *is* what will be,
That which *is* done is what will be done,
And *there is* nothing new under the sun.

(From new King James version of the Bible, **Ecclesiastes 1:9**)

Mind the focus is that “There is nothing new under the sun”.

In the past, every year the APPL i-phone would launch out new functions and made people surprised, but now is already i-phone 17. People would not be surprised by any new function again, instead they would say an i-phone can be used for 3 to 5 years and no need to be replaced yearly. So every September the production introduction can hardly shocked end-users and thus the price of APPL fell.

Once APPL was the King of Kings and ranked number one the market capitalization for years, now already overtook by NVDA and MSFT. Its glamour has been replaced.

In 2025, we had a golden pit in April, and thus very hard to have another golden pit in September, therefore when a greater drop occurs, people surely will buy in or else they would miss the chance. It is a matter of fact that not every investors dared to buy in on April 7th 2025 for they wished to buy in at a lower level, they believed the market will continue to drop. Even later the market rebounded, they found it was too high and still would like to wait to buy at a lower level no matter in May, June or July. But after NASDAQ made 18 record highs this year, people can hardly bear and wait and started to buy, so when it falls, they afraid of a crash.

The stock market could not go up straightly, or go down straightly either. The financial market is like this. Why people are so afraid of a crash? Why some others took chance to buy at low when adjustment occurs? It is due to the EQ of trading. People can do a copy trade easily, but cannot copy the psychological state of Warren Buffet or Cathy Wood. It is easy to follow what they are buying but hard to follow their EQ. Anyway, when you know the reason why they bought PLTR, TEM, NVDA, TSM and TSLA, you will take chance to buy at low. As I have said the buying period of 2025 is from March to August (6 months). Then should lock up those stocks till Mars Landing in 2030 and start from ground zero in Sep 2025.